

INTRODUCTORY OPEN HOUSE EVENT

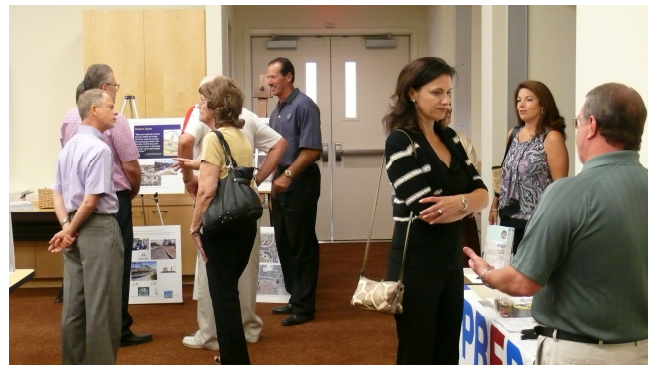
July 11, 2012

The Planning Department hosted a successful General Plan Introductory Open House event in the Study Session Room at City Hall on Wednesday, July 11th. The purpose of the event was to unveil the new draft General Plan, to inform and educate about what's in the plan, to garner public interest, and to provide everyone with their own digital copy for review. Staff from Community Services and Emergency Services also hosted a table at the event to share information about some of their ongoing programs and help answer questions. The first day of the formal public comment period began the day after the open house and continues through August 27, 2012.



The Planning Department prepared a number of informational stations and exhibits for the event explaining and summarizing key points of the new draft General Plan. Each of the stations corresponded to particular elements, briefly describing the information and types of policies within them. A planning staff member was positioned at each station to answer questions and discuss the element with open house attendees. The provided stations included land use, circulation, natural resources, parks and recreation, housing, economic development, and sustainable communities.

The open house format allowed a high level of personal interaction and dialogue between everyone involved. Staff noted about 45 residents attended the event. Most of the comments and questions focused on where people could find specific policies and information in the plan and how the plan affected them. Much of the information presented at the open house was designed with those types of questions in mind. For example, one of the graphics from the Land Use station at the workshop presented a map of the City with dots identifying the few locations where land uses had been changed. Overall, staff felt the event was effective, informative, and successful.



The next step in the process is the conclusion of the 45-day formal comment period on August 27, 2012. After that point, staff will review all of the comments and letters received and begin work on preparing the formal response to comments, finalizing the General Plan, and drafting staff reports for the Planning Commission and City Council. Public hearings are tentatively scheduled for the Planning Commission in September, with final adoption by the City Council in early October.